CLAIMS

What is claimed is:

1.   A method of selecting information to be delivered to a mobile user, the method comprising:

determining that a mobile user is online;

receiving information identifying the physical location of the mobile user;

retrieving a time indicator;

retrieving aggregate user preference data;

selecting information to be communicated to the user based on the physical location of the user, the time, and aggregate user preference data.

2.   The method of claim 1, further comprising rendering the information to be provided to the mobile user, and sending the rendered information to a mobile browser of a mobile communications device associated with the mobile user.

3.   The method of claim 1, further comprising sending the information to a mobile carrier to be pushed to a mobile communications device associated with the mobile user.

4.   The method of claim 2, wherein rendering the information is based at least in part on an identification of the mobile communications device.

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5.   The method of claim 1, further comprising:

retrieving a user profile associated with the mobile user;

wherein selecting information to be communicated to the user is further based on the user profile.

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6. A method of managing presentation of data to a mobile user, the method including:

defining a plurality of views, each view corresponding to one of a user location, a user interest, and a user defined category of information; and

displaying information in one or more of the views, the information displayed in one view being distinguishable from information displayed in a second view.

7. The method of claim 6, wherein information displayed in different views is associated with different visual presentations.

8. The method of claim 7, wherein the different visual presentations include at least one of different colors, patterns, images and textures.

9. The method of claim 6, wherein the plurality of views include a home view and a travel view.

10. The method of claim 6, wherein the plurality of views include a sports view.

11. The method of claim 6, further comprising displaying a blend of information from two or more views.

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12.   The method of claim 6, wherein the plurality of views include a plurality of lenses.

13.   The method of claim 6, further comprising:

receiving information, and

assigning the information to one or more of the plurality of views.

14.   The method of claim 6, further comprising:

receiving an information item, and

receiving a view identifier associated with the information item.

15.   The method of claim 14, further comprising receiving a display priority associated with the information item.

16.   The method of claim 14, wherein the display priority is based on aggregate user preference data.

17.   The method of claim 14, further comprising:

displaying an information item based on one or more of a view, a display priority, and a device capability identifier.

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18.　A method for selecting information to be delivered to a mobile communications device, the method comprising:

aggregating user preference data from tracked computer usage and tracked telephone usage from a plurality of users into one or more aggregate usage profiles; and

building one or more lenses that can be used to present information at one or more mobile communications devices and that are based upon the one or more usage profiles.

19.　A method as recited in claim 18, further comprising:

selecting an appropriate one or more of the lenses to use for presenting information to a particular mobile communications device based upon at least one of a user designation associated with the mobile communications device and a presence of the mobile communications device.

20.　A method as recited in claim 18, wherein the tracked computer usage includes data corresponding to the information that is accessed by a plurality of users with their computers.

21.　A method as recited in claim 18, wherein the tracked telephone usage includes data corresponding to the information that is accessed by a plurality of users with their computers.

22.   A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing a method for selecting information to be delivered to a mobile communications device, the method comprising:

aggregating user preference data from tracked computer usage and tracked telephone usage from a plurality of users into one or more aggregate usage profiles; and

building one or more lenses that can be used to present information at one or more mobile communications devices and that are based upon the one or more usage profiles.

23.   A computer program product method as recited in claim 22, wherein the method further comprises:

selecting an appropriate one or more of the lenses to use for presenting information to a particular mobile communications device based upon at least one of a user designation associated with the mobile communications device and a presence of the mobile communications device.

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24. A method for displaying information at a mobile communications device, the method comprising:

reflecting status data of a mobile communications device to a remote information source, the status data comprising at least one of a user designation associated with the mobile communications device and a presence of the mobile communications device;

receiving one or more lenses that control the display of information received at the mobile communications device; and

receiving and displaying the received information at the mobile communications device as specified by the one or more lenses and as corresponding to the status data.

25. A method as recited in claim 24, wherein the status data includes both the presence of the user and a user designation.

26. A method as recited in claim 25, wherein the user designation includes one of a user's identity and an anonymous designation.

27. A method as recited in claim 24, wherein the method further includes automatically reflecting a change in the status data to the remote information source.

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28.   A method as recited in claim 27, the method further includes automatically receiving a new appropriate lens corresponding with the change in the status data, and with the user having to request the new appropriate lens.

29.   A method as recited in claim 24, wherein a plurality of lenses that control the display of information are received at the mobile communications device and wherein the plurality of lenses are used to blend the received information into a single blended lens display.

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30.   A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing a method for displaying information at a mobile communications device, the method comprising:

reflecting status data of a mobile communications device to a remote information source, the status data comprising at least one of a user designation associated with the mobile communications device and a presence of the mobile communications device;

receiving one or more lenses that control the display of information received at the mobile communications device; and

receiving and displaying the received information at the mobile communications device as specified by the one or more lenses and as corresponding to the status data.

31.   A computer program product as recited in claim 30, wherein the status data includes both the presence of the user and a user designation.

32.   A method program product as recited in claim 30, wherein the method further includes automatically reflecting a change in the status data to the remote information source.

33.   A program product as recited in claim 33, wherein the method further includes automatically receiving a new appropriate lens corresponding with the change in the status data, and with the user having to request the new appropriate lens.

34.   A program product as recited in claim 30, wherein a plurality of lenses that control the display of information are received at the mobile communications device and wherein the plurality of lenses are used to blend the received information into a single blended lens display.

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35. A method for displaying information at a mobile communications device, the method comprising:

reflecting status data of a mobile communications device to a remote information source, the status data comprising at least one of a user designation associated with the mobile communications device and a presence of the mobile communications device;

receiving a plurality of lenses that control the display of information that is received at the mobile communications device;

identifying two or more of the plurality of lenses to utilize when displaying the information;

receiving and blending the information at the mobile communications device into a single display, as specified by the two or more lenses, the single display corresponding at least partly on the status data.

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